

**Abstract of the Disclosure**

An automated service device and method of use adjusts transaction duration on the automated service device based on queue length to use the automated service device. This optimizes exposure of specific communications that are provided optionally or in addition to the normal service associated with the automated service device. A queue detector determines whether there is a queue to use the automated service device and/or how many in the queue. When customers are waiting to use the automated service device, optional communications are limited in order to limit the amount of time the customer spends on the automated service device. The amount of time the customer spends on the automated service device is thus limited to the time spent on the normal functionality of the automated service device without optional communications or a limited amount of optional communications. The length of queue may be correlated to the length or amount of optional communications provided to the current customer. When there is no queue, the amount of optional communications is not limited.

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